



Glenwood Springs Tourism Promotion Board Meeting

Thursday, August 11, 2016, 2:00-4:00 p.m. Location: Glenwood Springs City Hall

Tourism Board Members:

Trent Blizzard, Chair, Blizzard Press – Citizen/Resident
Krissy Clary, Vice Chair, Colorado Ranch House – Restaurant
Nancy Heard, Treasurer, Glenwood Caverns Adventure Park – Tourism
Dorian Ciolek, Best Western Antlers – Lodging
Jeremy Gilley, Glenwood Hot Springs – Lodging
Ken Murphy, Glenwood Adventure Company – Tourism
Samantha Montgomery, PR Studio – Citizen/Resident
Suzanne Stewart – GSCRA Board Representative
Troy Hawks, Sunlight Mountain Resort – Citizen/Resident
Steve Davis – City Council Representative

| Tourism Board Members Present | Tourism BOD Absent | GSCRA Staff Present | Guests Present |
|---|--|------------------------------|-----------------------|
| Trent Blizzard Krissy Clary Nancy Heard Troy Hawks Suzanne Stewart Ken Murphy Jeremy Gilley | Steve Davis, City Council Dorian Ciolek Sam Montgomery | Lisa Langer Cristin Barta | |

2:02 p.m., Meeting was called to order by Trent Blizzard, Chair.

There were no declarations of conflicts of interests.

Approval of Minutes — July 14, 2016 Tourism Promotion Board Meeting. Suzanne Stewart moved to approve the board retreat minutes. Krissy Clary seconded and the motion carried.

Marketing Updates – Lisa Langer and Cristin Barta reported on the following:

- Cristin Barta updated the board on the ongoing content project on www.visitglenwood.com. She started this project many months ago, therefore Board Chair Trent Blizzard asked her to update the project flow chart and review with the board what has been done. After going through the new flow chart she also discussed upcoming content projects including adding itineraries and a frequently asked questions section to the site and integrating more social content.
- Cristin next presented a new social media tool that www.visitglenwood.com will soon be implementing, CrowdRiff. This social media aggregator will allow Cristin to curate social content much more quickly and efficiently and will allow her to easily share it on various social platforms or the website. The platform also helps secure rights to social media content for use in other advertising mediums.
- Cristin asked the board if what dates they prefer to cover with the upcoming market research survey by AirSage. She let the board know to expect this data in the 4 to 6 weeks.

- Lisa Langer summarized for the board her trip to Destination Marketing Association International conference. The experience was very educational; highlights including learning that AirBnB will now pay all lodging taxes and hearing from multiple presenters on the increasing importance of video marketing.
- Lisa recently traveled to Los Angeles to present at the annual CTO Japanese sales mission in Torrance. There were approximately 75 attendees from various tour operators in the LA area.
- Lisa updated the board on the Bustang's performance at Trent's request. For Fiscal Year 2015, overall system ridership had exceeded ridership projections by nearly 15% and system revenue exceeded projections by 36%. Additionally, the Amtrak has seen increased ridership (for visitors looking to ride the train one way but don't have the time to ride both ways).
- Lisa went over the recent media placements featuring Glenwood Springs and recent media visits, including a *Denver Post* journalist and a Japanese writer from Globetrotter Travel Guidebook. Ken Murphy informed the group that he has secured a prestigious reality TV show to film Glenwood Springs' activities.
- Lisa informed the group that on July 20, 2016, CTO announced that Colorado once again set all-time records for total visitors, visitor spending and tax generation in 2015, welcoming 77.7 million visitors who spent \$19.1 billion and generated \$1.13 billion in state and local tax revenue.
- Lisa went through the feedback given by the Wayfinding Guides. They suggest shifting hours to cover later in the evening, and to possibly have a stationary kiosk on the north side of the bridge.
- Lisa and Cristin showed the board the new hero video of Glenwood Springs. Ken asked how we can target our summer visitors to help ensure they return in the winter. The group discussed ways to achieve this including advertising locally and finding ways to capture our summer visitors' information so that they can be contacted again in the winter.

2017 Budget Draft – Nancy Heard reviewed with the group the draft 2017 tourism promotion budget. In addition to an overall increase in advertisement spend, there were a few variations, including an increase in website development, that they group reviewed. Lisa and Cristin answered questions on all changes.

Jon Schallert Pre-Visit Questionnaire – The board went through a questionnaire from the upcoming motivational speaker Jon Schallert. This work session helped determine what information they would like Jon to address during his presentation. For example: What are the big challenges facing your destination today? Are there any controversial or sensitive issues that Jon should avoid in his presentation? During the past few months, what significant events (both negative and positive), have affected the audience Jon will be speaking to?

Respectfully Submitted,
Cristin Barta